MANAGEMENT DEVELOPMENT PROGRAMME
BUSINESS INTELLIGENCE FOR DECISION MAKING
📅 03-05 DECEMBER, 2025 (WED-FRI)
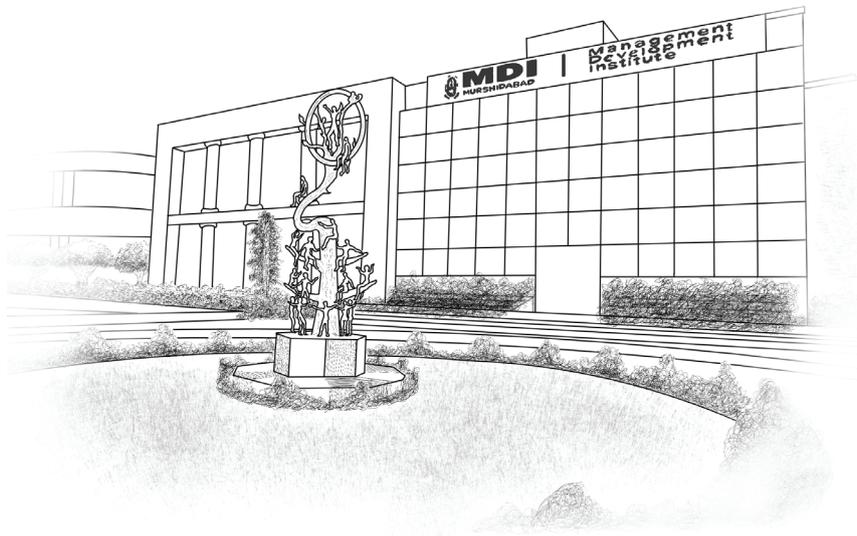
Course Overview

In the era of big data, timely and informed decision-making is a critical differentiator for organizational success. This course on **Business Intelligence (BI) for Decision Making** empowers participants to convert raw data into actionable insights using modern BI tools and frameworks. Through practical sessions and real-world case studies, learners will gain the skills to build dashboards, interpret data, and support strategic and operational decisions with confidence.

Course Objectives

By the end of this course, participants will:
- Understand the role of Business Intelligence in modern enterprises.
- Learn how to collect, clean, analyze, and visualize business data.
- Develop interactive dashboards and reports to support data-driven decisions.
- Use tools such as Microsoft Power BI and Excel to communicate insights effectively.
- Apply BI strategies to improve performance across departments like sales, finance, HR, and operations.

Contents

1. Foundations of Business Intelligence
1.1 Introduction to BI

- What is Business Intelligence?
- BI vs. Business Analytics vs. Data Science
- The role of BI in modern organizations
- Strategic vs. operational decision making

1.2 BI Lifecycle & Architecture

- Data sources: internal (ERP, CRM) and external (market, social)
- ETL process: Extract, Transform, Load
- Data warehouses and data marts
- OLAP vs OLTP

1.3 BI Tools Overview

- Microsoft Power BI

2. BI Tools & Data-Driven Storytelling
2.1 Building BI Dashboards (Power BI)

- Connecting to data sources (Excel, SQL)
- Data modelling basics (tables, relationships, keys)
- Creating visuals: KPIs, trends, breakdowns
- Using filters, slicers, bookmarks, and drill-throughs

2.2 Data Visualization Principles
- Choosing the right visual for the right data
- Avoiding misleading graphs
- Cognitive load and visual simplicity
- Designing executive dashboards

2.3 Data-Driven Storytelling
- Turning dashboards into insights
- Framing insights as business actions
- Persuasive communication with data

3 (Optional): Real-World Application & Strategy Integration

3.1 Functional Use Cases of BI

Department	BI Use Case
Sales:	Regional performance, pipeline monitoring
Marketing:	Campaign analytics, channel ROI
Finance:	Budget tracking, cost-centre analysis
Operations:	Inventory optimization, vendor performance
HR:	Workforce analytics, attrition tracking

3.2 Case Study & Group Project
- Group activity: Solve a real business scenario using BI tools
- Present insights and action plan to a mock leadership team

3.3 Implementing BI in Your Organization
- Building a data-driven culture
- Role of leadership in BI adoption
- Common implementation challenges and how to overcome them
- Governance and data ethics

Who Should Attend

Entry and Middle level executives working in large and medium organizations. The program is of great use for Micro, Small and Medium enterprise owners engaged in own businesses.

Faculty

The faculty will comprise of MDIM core faculty

Method of Delivery

The program is designed with an emphasis on application and reflection. The experiential exercises right from the psychometric test, games, and case study will constitute the integral part of the learning module.

Registration & Fees

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is **Rs. 10,000/ day /participant+ GST** which includes a professional fee and all charges for lodging and boarding and supply of course materials. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/ NEFT/RTGS.

The program fees can be paid through bank transfer as per the bank details given below:
Account Name: **Management Development Institute Society**
Bank Name: **ICICI Bank**
Account Number: **201505024814**
IFSC Code : **ICIC0002015**
Branch Name: **Jangipur**
(Please share the transaction details for verification purposes after making payment)

Venue & Duration

The programme is scheduled during **03-05 December, 2025 (Wed- Fri)** on a residential basis at MDIM Campus, Kulori, P.O.-Uttar Ramna, P.S.– Raghunathganj, Dist.-Murshidabad, West Bengal, PIN-742235, India. Accommodation for participants would be available at **MDIM Campus** from the noon of **2nd December 2025** to the forenoon of **6th December 2025**

Enquiry

For any Additional information/enquiry, please write to:

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Programme Director

Dr. Bikramjit Pal
Assistant Professor – Information Management

Dr. Bikramjit Pal has established himself as a prominent figure in the field of engineering and technological studies, particularly within academia. His academic journey began with a profound interest in engineering, which led him to pursue advanced studies and research in the field. Dr. Pal earned his PhD in Engineering from the Department of Engineering and Technological Studies at the University of Kalyani, where he laid the groundwork for his future contributions to academia and industry. Dr. Pal's association with academia spans more than 25 years, during which he has served in various capacities, including faculty member, project trainer, and researcher.

About MDI Murshidabad

Management Development Institute (MDI) was set up as an autonomous body in 1972. With an intention to impart management education, nurture local talent, and groom them to become global Leaders, Management Development Institute (MDI), launched its second campus in Murshidabad in the year 2014. The foundation stone was laid on the 31st of October 2010 at Jangipur, Murshidabad, West Bengal by the then Honorable Union Minister of Finance, Govt. of India, Shri Pranab Mukherjee. In 2014, MDI Murshidabad (MDIM) launched its Post Graduate Diploma in Management (PGDM). It was commemorated in the presence of the then honorable President of India Shri Pranab Mukherjee, by an inspiring address by him to our first batch of PGDM students on the 24th of August, 2014. This was followed by a deliberation made by Shri Arun Jaitley, then Hon'ble Minister of Finance, Defence & Corporate Affairs, Govt. of India. PGDM offered by MDIM is recognized and accredited by the All-India Council for Technical Education (AICTE), New Delhi, National Board of Accreditation (NBA). PGDM course is also recognised as equivalent to MBA by AIU for a period of three years (01.07.2024 to 30.6.2027). The Murshidabad campus is a part of MDI's vision to nurture and promote local talent and enterprise. The campus of MDI Murshidabad is in the central part of the State of West Bengal, India. MDIM prides itself in not only providing management Education but also developing ethical corporate citizens for tomorrow's India.

MDI Murshidabad continues to uphold its commitment to excellence in management education, as evidenced by its consistent IIRF rankings. This year MDI Murshidabad has secured the **prestigious position of State Rank 1 among the Best B-Schools (Private) for PGDM** General and has also secured the **prestigious position of Zone Rank 3 for the overall category.**

Management Development Programme (MDP)

MDI Murshidabad has been conducting Training Programmes of strategic intent since inception. In this regard our MDPs not only aim at acquiring and upgrading knowledge and competencies in generic areas but also assist in specific areas to thrive in the competitive world of business. Our fundamental programmes revolve around leadership, Change Management, Managerial Effectiveness, Sales Excellence, Service Excellence, Sales & Distribution Management, How to build a Strong Brand. Cost Management, as well as emerging issues like AI&ML, Business Analytics, HR Analytics, Digital Marketing, and Data Science. MDIM is committed to impart quality management education. It understands the requirements of the modern business organizations and offers need-based customized MDPs to meet the organizations' excellence. To do so, the pedagogy adopted across the MDPs is based upon experiential learning exercises that believe in learning while doing. We are also conducting open MDPs for several valued clients who herald from various sectors. Such MDPs have been developing the holistic perspectives of the clients to resolve any given issues through cross-pollination of ideas.

Certificate of Participation shall be provided after the completion of the Course.

CAMPUS DETAILS

Campus Address:
Management Development Institute Murshidabad
Kulori, P.O.-Uttar Ramna, P.S. - Raghunathganj
Dist. Murshidabad, West Bengal, PIN-742235
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